

Brazil – Sao Luis

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Brazil – Sao Luis GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Brazil could include in a comprehensive tobacco control program.

The Brazil – Sao Luis GYTS was a school- based survey of students in 7^a série, 8^a série, and 1^a série, conducted in 2003.

A two-stage cluster sample design was used to produce representative data for all of Sao Luis. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 96%, the student response rate was 86.2%, and the overall response rate was 82.8%. A total of 1308 students participated in the Brazil – Sao Luis GYTS.

Prevalence

41.9% of students had ever smoked cigarettes (Male = 43.4%, Female = 40.4%)
 19.8% currently use any tobacco product (Male = 22.6%, Female = 17.6%)
 17.0% currently smoke cigarettes (Male = 19.1%, Female = 15.3%)
 4.0% currently use other tobacco products (Male = 4.7%, Female = 3.2%)
 21.5% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

23.1% think boys and 16.7% think girls who smoke have more friends
 6.8% think boys and 5.5% think girls who smoke look more attractive

Access and Availability - Current Smokers

16.8% usually smoke at home
 38.6% buy cigarettes in a store
 88.5% who bought cigarettes in a store were NOT refused purchase because of their age

Environmental Tobacco Smoke

31.4% live in homes where others smoke in their presence
 49.2% are around others who smoke in places outside their home
 83.0% think smoking should be banned from public places
 74.0% think smoke from others is harmful to them
 34.6% have one or more parents who smoke
 14.8% have most or all friends who smoke

Cessation - Current Smokers

70.5% want to stop smoking
 76.9% tried to stop smoking during the past year
 69.0% have ever received help to stop smoking

Media and Advertising

88.2% saw anti-smoking media messages, in the past 30 days
 81.6% saw pro-cigarette ads on billboards, in the past 30 days
 63.9% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
 5.0% have an object with a cigarette brand logo
 8.4% were offered free cigarettes by a tobacco company representative

School

51.7% had been taught in class, during the past year, about the dangers of smoking
 32.7% had discussed in class, during the past year, reasons why people their age smoke
 44.8% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 20% of students currently use any form of tobacco; 17% currently smoke cigarettes; 4% currently use some other form of tobacco.
- ETS exposure is high – approximately one third of the students live in homes where others smoke in their presence; half are exposed to smoke in public places; 3 in 10 have parents who smoke.
- Approximately three quarters of the students think smoke from others is harmful to them.
- Over 8 in 10 students think smoking in public places should be banned.
- Approximately 7 in 10 smokers want to stop smoking.
- Approximately 9 in 10 students saw anti-smoking media messages in the past 30 days; 8 in 10 students saw pro-cigarette ads on billboards in the past 30 days.